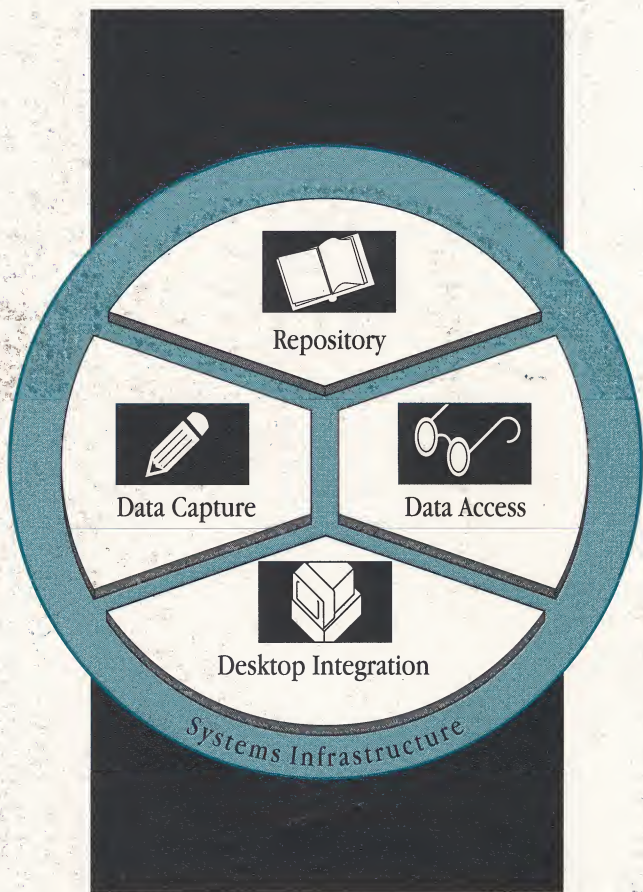




We're Open to Anything

Apple Computer, Inc.
DB/Expo, March 24-26, 1992
Booth #826

Powerful Client/Server Solutions Made Easy and Affordable With Macintosh

From simple terminal emulation to powerful client/server solutions, the Apple Macintosh® has the applications and tools you need to access data from existing systems or design your own information systems for the 1990s—with the simple yet powerful graphics-based user interface you expect. And we're here to prove it!

Data Compatibility. Macintosh can easily access data from a wide range of database management systems, including traditional production DBMSs such as IMS, IDMS, RMS, and ADABAS; SQL-based RDBMSs such as DB2, ORACLE, Sybase, Informix, NetWare SQL, and Microsoft SQL Server; and PC databases such as dBASE and FoxBASE.

Integrated Data Access. With System 7, Apple has integrated Data Access Language support into every Macintosh through the Data Access Manager. Macintosh offers a wide range of business applications with built-in data access capabilities, such as query tools, spreadsheets, geographical analysis tools, and decision support applications.

LAN-based Database Server. With the introduction of Quadra™ 900, Macintosh offers a powerful LAN-based database server for downsizing corporate applications and creating data warehouses for local workgroups. Key RDBMS vendors such as Oracle and Informix have ported their database servers to the Macintosh Operating System and A/UX®, Apple's implementation of UNIX®.

Client/Server Application Development. Macintosh offers powerful client/server application development tools, such as object-oriented programming environments, graphical interface development tools, and CASE design/analysis tools. Many of these tools can build graphical client/server applications for both Macintosh and IBM PCs without significant recoding.

Apple Computer at DB/Expo



Data Capture

Database Servers

Client/Server
Oracle

Butler Server
EveryWare

Online for A/UX
Informix

Document Imaging

Double-Helix
Client/Server
NorthCon

Optix
Blueridge

Transaction Processing

MitemView
MITEM

Pathway
Tandem Computers, Inc.

Giveaway Box



Desktop Integration

PC Data Integration

NetWare
Novell

FoxBASE + /Mac
Fox

InterApplication Communications

Informed Manager
Shana Corporation

4th DIMENSION
ACIUS

GeoQuery
GeoQuery

FrameMaker
Frame Technology

System 7

MUSE
Occam Research

MarcoPolo
MarkUp
Mainstay

PowerBook Hands-on

Main Entrance

Giveaway Box

PowerBook Hands-on



Repository

Graphical Interface Design

HyperCard
Claris Corporation

Open Interface
Neuron Data

Object-Oriented Programming

MacApp
MPW C++
Apple

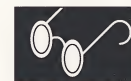
Prograph
TGS Systems

Serius Developer
Serius Corp.

CASE Design & Analysis Tools

Defit
SQL Solutions

SILVERRUN
Computer Systems Advisers



Data Access

Data Access Manager

EDA/SQL for Macintosh
Information Builders

ClearAccess
Fairfield

Data Access Language

Omnis 7
Blyth Software

DataPrism
DataPivot
Brio Technology

Data Access Language

GQL
Andyne

Tactician
Tactics International

Excel 3.0
OS/2 SQL Server
Microsoft Corp.

Apple Keynotes and Presentations

Apple/IBM Alliance:

Foundation for Client/Server Computing in the 1990s

Jim Groff, Director, Enterprise Systems Division
Roger Heinen, VP, System Software Development
Apple Computer, Inc.
Wednesday, 12:00 NOON—12:45 P.M.
Moscone Center, Esplanade 307

Designing Information Systems With VITAL

Jim Groff, Director, Enterprise Systems Division
Debi Coleman, VP, Information Systems & Technology
Apple Computer, Inc.
Wednesday, 1:00 P.M.—1:45 P.M.
Moscone Center, Esplanade 307

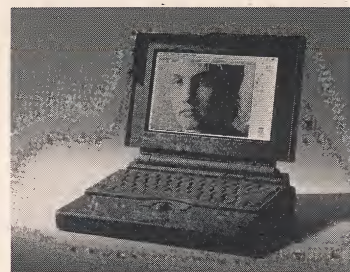
Client/Server Computing With Macintosh

Ed Forman, IS Marketing Manager
Apple Computer, Inc.
Monday, 10:15 A.M.—10:50 A.M.
Moscone Center, Esplanade 305

Integrated Data Access for the Macintosh

Kirk Mosher, Marketing Manager,
Database Integration Solutions
Apple Computer, Inc.
Thursday, 2:00 P.M.—2:45 P.M.
Moscone Center, Room J

Win a Free PowerBook 140



Apple Computer will be giving away two new PowerBook™ 140 computers to two lucky DB/Expo visitors. And it's simple to enter:

—Complete the “Apple at DB/Expo” Registration Form. Forms are available at all giveaway entry boxes and all Apple information/demo counters.

—Have it stamped with the four different colors, each representing one of the four corners in our booth. Each color stamp is available at the exhibit stations and information/demo counters.

—Deposit the complete registration form in the giveaway entry boxes at each corner of the booth.

—The first drawing will be held on Wednesday, March 25, 12:45 P.M.—1:00 P.M. in Esplanade 307, right after the Apple/IBM alliance keynote. The second will be held Thursday, March 26, 3:00 P.M. at the Apple booth.

Complete contest rules are available at the information/demo counters in the Apple booth.



Apple Computer, Inc.

20525 Mariani Avenue Cupertino, CA (408) 996-1010 TLX:171-576

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